Secret Key

LIVE LOCAL, WHEREVER YOU ARE

PRESS RELEASE

Your postcode no longer matters if you are in harmony

A centuries-old Balinese philosophy is slipping into the daily routine of people in Bali, the Mediterranean, Madrid and Miami. It is called Tri Hita Karana and it is the DNA of Secret Key, the conscious living ecosystem that works like a game of The Sims in real life.

Madrid, 12 November 2026. It is seven in the morning in Madrid. The air smells of frangipani incense and on the screen a Balinese waterfall is falling. Tomorrow it will be a temple. The day after, the jungle. On Friday, nobody knows: the location is secret.

Twenty minutes later, that person leaves for work. Still in the same neighbourhood. But the day begins from somewhere else.

Behind it is an idea Bali has practised for centuries: Tri Hita Karana, the three causes of wellbeing. Harmony with the spiritual, harmony among people and harmony with nature. There it is so concrete that it even organises the irrigation of the rice terraces, recognised by UNESCO as World Heritage in 2012. Every morning it comes down to one gesture: an offering of flowers at the front door, a minute of gratitude that sets the rest of the day in order.

THE SIMS, IN REAL LIFE

In the video game you design your home, choose who you surround yourself with and decide how you spend your day. Secret Key brings that logic into real life, with Tri Hita Karana as the rules of the game.

Each action is small. Together they give back something big: the key to your time and to your presence.

HERE, WHAT YOU BRING IS WHAT COUNTS

In the Circle what counts is who you are in your essence and what you bring: to your own growth, to the growth of others and to harmony with nature. Job title and postcode stay at the door.

> "Living local is a way of being, and it fits anywhere. Anyone living far from Bali can also begin the day with their own Tri Hita Karana if it makes them a better person, relate better and keep their surroundings in harmony"

Explains Tamara Edo, founder of Secret Key, who lived on the island for five years running operations across five continents.

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